

CALIFORNIA CO-OP

2000-2001



California Tourism Cooperative Opportunities

These are exciting times for the California travel industry!

Over the past few years, the strong cooperative support and collaboration of California's travel industry partners have been invaluable, allowing the state to triple its marketing budget each year, and thus, remain competitive with other tourism destinations.

The California Travel and Tourism Commission has recently launched a new high-impact marketing and advertising campaign which will reach visitors in nearly every corner of the world. In addition, finishing touches are being made on California's brand new IMAX film, *Wild California*, set to release in May of this year. The scope of this comprehensive, multi-media campaign is the largest in the history of the state.

And the best part is, your company can participate in the campaign and reap the benefits!

In this informative California CO-OP brochure, you will find a rich selection of publications, programs and sales events in which your company can participate. These innovative marketing programs reach nearly every market with a strong, compelling message that will entice travellers to visit California.

Our mission is to create marketing programs that generate business for the California travel industry. We are very proud of the cooperative programs that are represented in this brochure and encourage you to take advantage of them. Together, we can help to build California's reputation as one of the most exciting and desirable tourism destinations in the world!

Sincerely,



Caroline Beteta
Executive Director
California Travel and Tourism Commission



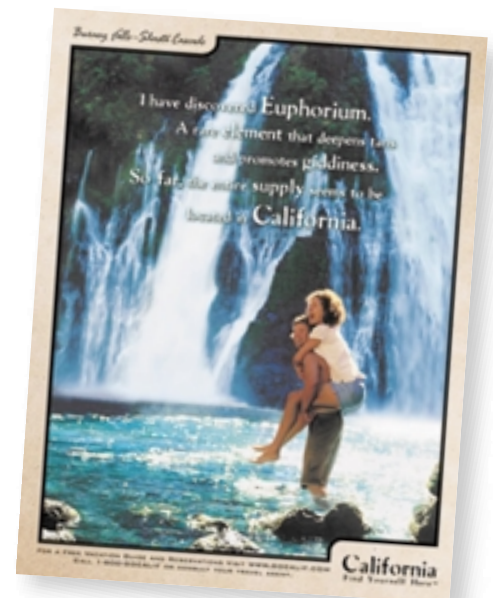
Turn California's Marketing Into Opportunities For You



California Tourism Advertising Campaign

In addition to our cooperative programs, California Tourism's annual advertising campaign provides an opportunity for your company to schedule marketing activities in the same timeframe, taking advantage of the marketplace when messages on California are strong. California Tourism's advertising campaign, at the \$4 million level for the 2000 year, consists of television, print and internet advertising. For further information, please refer to the 2000 Advertising Media Plan on our Web site by visiting www.gocalif.ca.gov/index/#tmarketing.

By providing a heightened call to action and overall increased awareness, this powerful advertising campaign offers additional benefits to our travel industry partners by extending into many of California Tourism's co-operative programs.



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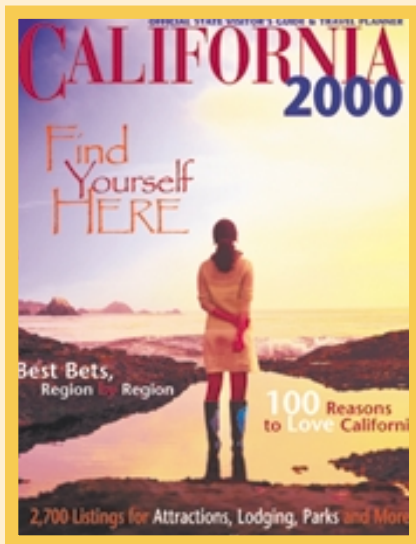


12 RESEARCH PROGRAM



Contact Details - Advertising Campaign

Cori Boone, Account Supervisor - Mering & Associates Advertising
Phone: 916-441-0571 Fax: 916-441-1370
E-mail: cboone@mering.com



California Official State Visitor's Guide and Travel Planner



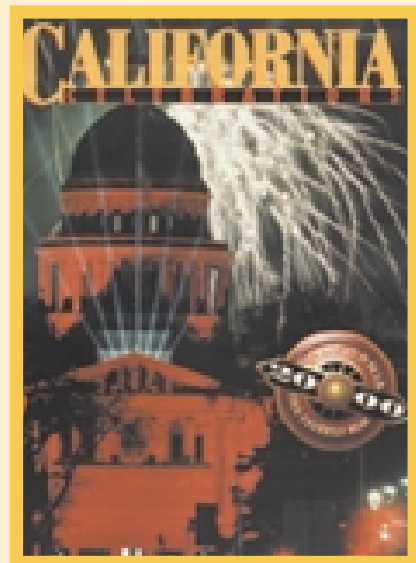
Circulated to 550,000 readers; includes listings of attractions, accommodations, visitor information sources, suggested itineraries, ground services operators, transportation and general information on California. Distribution is through: California Tourism fulfillment packets; consumer and travel trade shows; California Welcome Centers and DMOs (Destinations Marketing Organizations); tour operators and travel agents; and overseas contractors. Listing information also appears on the California Tourism Web site. Meredith Corporation (dba California Tourism Publications) publishes this guide at no expense to taxpayers.

Date: Annual

Cost: Varies depending on size of ad or listing. Attractions and DMOs receive a free basic listing that may include all or some of the following: name of organization, phone, address and fax.

Deadline: Ad sales and free listings are collected year-round. Deadline for editorial updates is usually late August.

Contact: Editorial / Barbara Steinberg - Phone: 916-322-2881
Advertising / Jerry Ferguson - Phone: 415-249-2323



California Celebrations



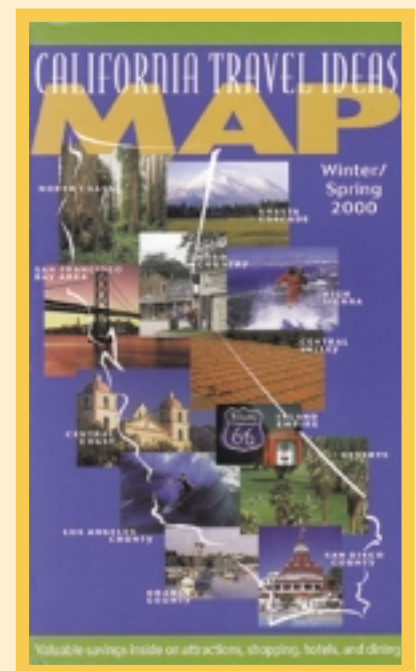
12-month special events calendar circulated to 400,000 readers; 40-page publication lists more than 1,200 special events throughout the state. Listing information also appears on the California Tourism Web site.

Date: Annual

Cost: Listings are solicited through DMOs and are free. Includes local and major events. Decisions about listings are made by publication staff. Sponsorship opportunities available.

Deadline: Late August (Mailing for event listings goes out in late June.)

Contact: Megan Wright - Phone: 916-322-2881



California Travel Ideas Map



2.5 million annual distribution. Major distribution at 16 border inspection stations and 1,500 marketing rack programs located throughout the state. In conjunction with Meredith publications the map is poly-bagged with *Better Homes & Gardens* newsstand publications twice a year. Meredith Corporation publishes this map at no expense to taxpayers.

Date: July & January

Cost: Ad rates vary depending on size and placement.

Deadline: Ad sales are ongoing throughout the year. Editorial updates occur annually.

Contact: Editorial / Barbara Steinberg - Phone: 916-322-2881
Advertising / Jerry Ferguson - Phone: 415-249-2323



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Advertising / Jerry Ferguson - Phone: 415-249-2323



California Tourism Web Site

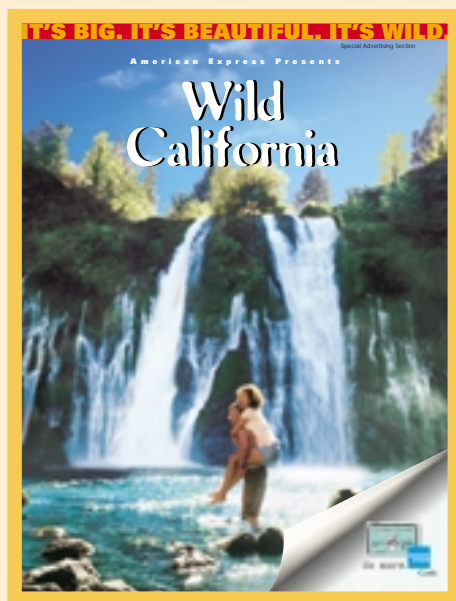
Contact: Editorial / Barbara Steinberg
or Megan Wright - Phone: 916-322-2881
Advertising / Jerry Ferguson - Phone: 415-249-2323



The Really Smart California Map

Contact: Advertising / Jerry Ferguson - Phone: 415-249-2323





American Express Travel Planner



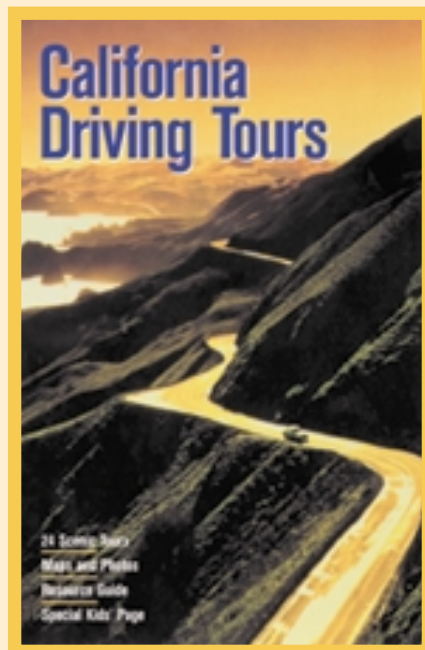
4-Color, 48-page publication in partnership with American Express that has a creative tie into California Tourism's \$4 million advertising campaign and to the *Wild California* IMAX film. Total circulation is 2.1 million, with distribution to subscribers of *Better Homes & Gardens*, *Travel and Leisure* and *USA Today*, to viewers of the *Wild California* IMAX film and to American Express cardmembers. The 1999 edition received 126,000 inquiries for advertisers.

Date: Annual (released in April)

Cost: Rates vary depending on level of advertising (American Express service establishments receive a 50% cooperative match on advertising rates.)

Deadline: Deadline for ad sales and editorial is usually late October

Contact: Editorial / Barbara Steinberg - Phone: 916-322-2881
or Teddy Wade - Phone: 310-966-8153
Advertising / Carmen Lopez - Phone: 310-966-8171



California Driving Tours



Circulation of 500,000. Full color 48-page publication features 24 scenic driving tours of California. Includes photos & maps with mileage.

Date: Annual

Cost: Varies depending on sponsorship

Deadline: End of April

Contact: Editorial / Barbara Steinberg - Phone: 916-322-2881
Advertising / Jerry Ferguson - Phone: 415-249-2323

Contact Details - Publication Program

Barbara Steinberg, Publications Program Manager - California Tourism
Phone: 916-322-2881 Fax: 916-322-3402 E-mail: bsteinberg@commerce.ca.gov

Megan Wright, Publications Coordinator - California Tourism
Phone: 916-322-2881 Fax: 916-322-3402 E-mail: mwright@commerce.ca.gov

Jerry Ferguson, Publisher - California Tourism Publications
Phone: 415-249-2323 Fax: 415-788-4350 E-mail: jferguso@mdp.com

Carmen Lopez, Regional Vice President - Custom Marketing Group
Phone: 310-966-8171 Fax: 310-478-7257 E-mail: clopez@publicitas.com

Teddy Wade, Publishing Director - Custom Marketing Group
Phone: 310-966-8153 Fax: 310-478-7257 E-mail: pubpart@earthlink.net



Wild Vacations in California

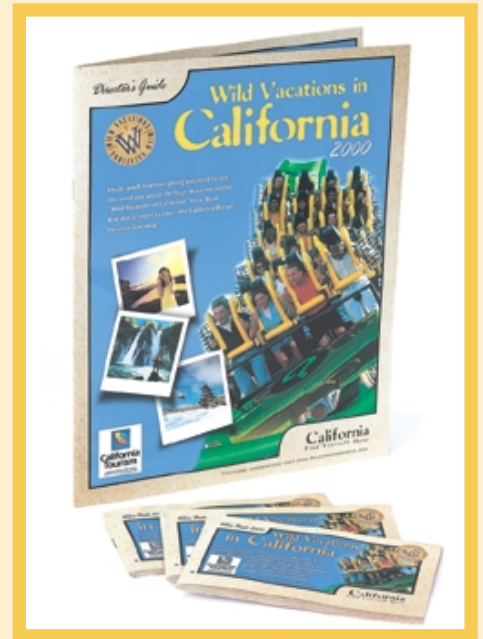
Wild Vacations in California promotional program features discounts at California attractions, accommodations, transportation and additional vacation values. Corporate distribution targets companies with 100+ employees located in the Western United States and Canada. A total of 2.3 million value books will be distributed to 22,500 companies with a reach of 34 million people.

Date: Annual

Cost: \$35,000 Sponsorship \$9,495 Advertisement

Deadline: Oct. 18, 2000 for 2001 book

Contact: Rick Myrick - Phone: 858-558-6890



Dine California

Cooperative program developed with the California Restaurant Association to entice travelers to choose California as their premiere dining destination. Among others, the program includes cooperative advertising opportunities and "Taste of California" promotional activities.

Date: Ongoing

Cost: Rates vary depending on level of participation

Contact: Rob Finley - Phone: 916-447-5793



Fun Spots

Consumer-driven campaign targeting Western states and featuring nine major attractions (LEGOLAND® California, Knott's Berry Farm, Universal Studios Hollywood, SeaWorld, World-Famous San Diego Zoo, San Diego Wild Animal Park, Six Flags Marine World, Six Flags Magic Mountain, and Monterey Bay Aquarium). More than 2,600,000 Fun Spots cards are distributed by: California Tourism Publications, Mervyns California, and Sunset and People magazines.

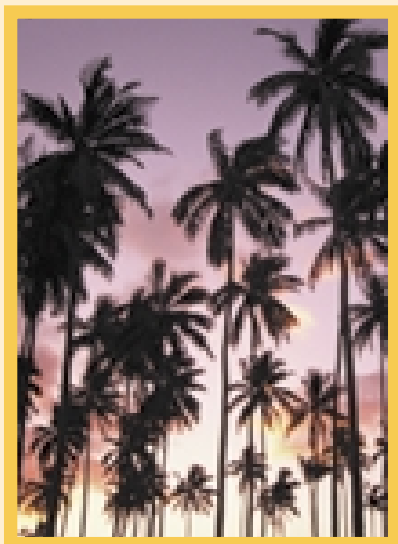
Date: Open

Cost: \$50,000

Deadline: Open

Contact: Tom Lease - Phone: 916-322-3429





California Connection



Membership is limited to DMOs, hotels and attractions belonging to the National Tour Association. Membership allows industry partners to participate in various events at four different levels of sponsorship. Leadership Luncheon (Lexington, KY), Spring Exchange (Birmingham, LA), and Tour and Travel Exchange (Dallas, TX).

Date: Open

Cost: \$100 - \$1,075

Deadline: Open

Contact: Gretchen Brigaman - Phone: 916-322-5639



California Welcome Centers



Franchised information centers throughout the state. Centers are responsible for staffing, insurance, marketing plan, distribution of California literature and approval by California Tourism. Extensive information on developing a California Welcome Center is available upon request.

Date: Open

Cost: \$5,000+

Deadline: Open

Contact: Tom Lease - Phone: 916-322-3429

Shop California



Web site and travel planner under development. Call for update.

Date: Open

Cost: TBD

Deadline: Open

Contact: Tom Lease - Phone: 916-322-3429

Contact Details - National Program

Rick Myrick, Vice President of Sales - Co-Opportunities
Phone: 858-558-6890 Fax: 858-558-6902 E-mail: rmyrick@adnc.com

Tom Lease, National Program Director - California Tourism
Phone: 916-322-3429 Fax: 916-322-3402 E-mail: tlease@commerce.ca.gov

Gretchen Brigaman, California Connection - California Tourism
Phone: 916-322-5639 Fax: 916-322-3402 E-mail: gbrigaman@commerce.ca.gov

Rob Finley, Senior Director - California Restaurant Association
Phone: 916-447-5793 Fax: 916-447-6182 E-mail: rfinley@calrest.org





California Countryside Program

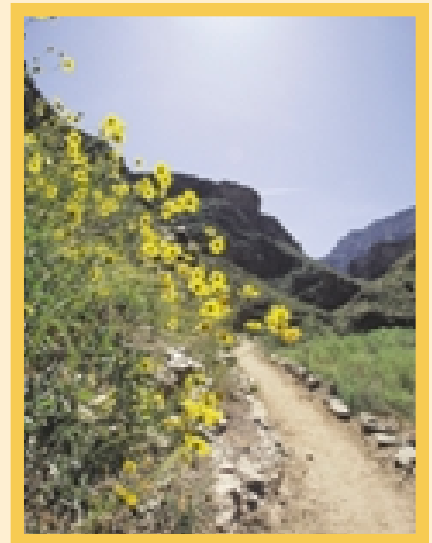
Marketing funds allocated to 8 official California Countryside Tourism Regions (Deserts, Inland Empire, Central Coast, North Coast, Central Valley, Gold Country, Shasta Cascade, and High Sierra) to promote regions nationally and internationally.

Date: Annual

Fund Allocation: Each region receives \$25,000

Deadline: N/A

Contact: Eileen Hook - Phone: 916-322-1266



Contact Details - California Countryside Program

Eileen Hook, California Countryside Liaison - California Tourism
Phone: 916-322-1266 Fax: 916-322-3402 E-mail: ehook@commerce.ca.gov



Wild California IMAX Film

California Tourism's largest cooperative marketing endeavor to date at \$20 million. Program elements include global distribution of an IMAX film on California with 4-year shelf life, VIP travel industry premiere events worldwide, cooperative advertising opportunities and Web site linkage. The film is expected to be seen by 12-15 million people worldwide at more than 110 theaters and to generate approximately 3 billion gross impressions of California over four years. Visit the *Wild California* website at: www.wildca.com

Date: Film runs from late Spring 2000-2003

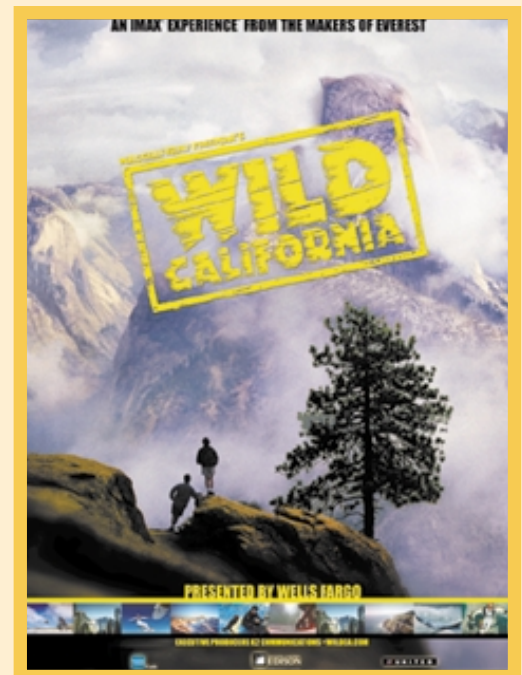
Cost: Varies depending on participation levels

Contact: Susan Wilcox - Phone: 916-327-2318 or
Patti Archuletta - Phone: 310-563-2610

Contact Details - Wild California IMAX Film

Susan Wilcox, Marketing & Communications - California Trade & Commerce Agency
Phone: 916-327-2318 Fax: 916-327-7166 E-mail: swilcox@commerce.ca.gov

Patti Archuletta, Director of Special Projects - K2 Communications
Phone: 310-563-2610 Fax: 310-524-1540
E-mail: patti_archuletta@k2communications.com



TRADE SHOWS/EXHIBITIONS



EVENT	DATE	COST	DEADLINE	CONTACT
BIT Milan, Italy Travel trade exhibition	February 23-27	\$350 - Brochure Distribution \$900 - Shared Booth Space	January 7, 2000	Tiffany McKenzie
VISIT USA FINLAND Helsinki, Finland Travel trade exhibition	March 8	\$250 - Brochure Distribution	February 1, 2000	Terry Selk
VISIT USA SWEDEN Stockholm, Sweden Travel trade exhibition	March 9	\$250 - Brochure Distribution	February 1, 2000	Terry Selk
ITB* Berlin, Germany Travel trade/consumer exhibition	March 11-15	\$250-\$500 - Brochure Distribution \$2,000 - Shared Booth Space	February 1, 2000	Terry Selk
VISIT USA DENMARK* Copenhagen, Denmark Travel trade exhibition/educational seminar	March 16	\$350 - Brochure Distribution \$750 - Shared Booth Space	February 1, 2000	Terry Selk
EXPO VACACIONES Mexico City, Mexico Travel trade exhibition	March 23-24	\$350 - Brochure Distribution \$900 - Shared Booth Space	March 1, 2000	Glenda Taylor
VISIT USA BRAZIL Sao Paulo, Brazil Travel trade exhibition	April 3-4	\$300 - Brochure Distribution \$250 - VIP Tour Operator Event (SP) \$250 - VIP Tour Operator Event (Rio)	February 15, 2000	Glenda Taylor
DESTINO USA Buenos Aires, Argentina Travel trade exhibition	April 6-7	\$300 - Brochure Distribution	February 15, 2000	Glenda Taylor
ARLAG Guadalajara, Mexico Travel trade exhibition/event	May 3-5	\$950 - Shared Booth Space \$1,250-\$5,000 - Travel Trade/Media Event	April 1, 2000	Glenda Taylor
EIBTM Geneva, Switzerland Incentive/conference planner exhibition	May 23-25	\$2,750-\$3,750 - Shared Booth Space	April 1, 2000	Terry Selk
VISIT USA UK TRAVEL INDUSTRY AWARDS London, England Tour operator event	July 4	\$200 - Table Sponsorship	June 15, 2000	Terry Selk
ADDISON TRAVEL SHOWS Victoria, Langley, Vancouver - Canada Table-top trade exhibitions	August 22-24	\$400 per city	June 15, 2000	Tiffany McKenzie
LA CUMBRE Anaheim, California Travel trade exhibition	September 5-7	Register directly with organizers \$500-10,000 - Various Sponsorships	August 1, 2000	Glenda Taylor
ABAV Salvador de Bahia, Brazil Travel trade exhibition	September	\$2,500+ - Shared Booth Space	August 1, 2000	Glenda Taylor
AVIESP - BRAZIL Travel trade exhibition	September	Included in package with ABAV	August 1, 2000	Glenda Taylor
AUSTRALIA/NEW ZEALAND SALES MISSION Sydney, Melbourne, Auckland Tour operator and media appointments/ sales calls/travel agent educational seminars	October	Approximately \$3,000	July 1, 2000	Terry Selk
*Designates programs which will include "Made In California" products.				

TRADE SHOWS/EXHIBITIONS



EVENT	DATE	COST	DEADLINE	CONTACT
VISIT USA FAIR Tokyo, Japan Travel trade exhibition	October	\$350 - Brochure Distribution	Sept. 22, 2000	Terry Selk
SHOWCASE ITALY Italy Travel trade exhibition	November 10-11	\$700+ - Shared Booth Space	Oct. 14, 2000	Tiffany McKenzie
WORLD TRAVEL MARKET* London, England Travel trade exhibition	November 11-17	\$5,550+ - Shared Booth Space	Sept. 1, 2000	Glenda Taylor
WORLD TRAVEL FAIR Tokyo, Japan Travel trade/consumer exhibition	November	\$500 - Brochure Distribution	October 1, 2000	Terry Selk
REISELIV Oslo, Norway Travel trade/consumer exhibition	January 2001	\$350 - Brochure Distribution	December 1, 2000	Terry Selk
MATKA Helsinki, Finland Travel trade/consumer exhibition	January 2001	\$350 - Brochure Distribution	December 1, 2000	Terry Selk
VAKANTIEBEURS Utrecht, Holland Travel trade/consumer exhibition	January 2001	\$500 - Brochure Distribution \$1,250 - Shared Booth Space	December 1, 2000	Terry Selk
VISIT NORTH AMERICA Zurich, Switzerland Travel trade exhibition	January 2001	\$350 - Brochure Distribution \$1,100 - Shared Booth Space	December 1, 2000	Terry Selk
CONTINUOUS PROGRAMS		COST	CONTACT	
UNITED KINGDOM REPRESENTATION		\$21,000	Terry Selk	
GERMANY REPRESENTATION		\$14,000	Terry Selk	
AUSTRALIA REPRESENTATION		\$5,000	Terry Selk	
BRAZIL REPRESENTATION		\$5,000	Glenda Taylor	
Please call for information related to each of the above representation services.				
<div><div>Contact Details - International Program Terry Selk, International Program Manager - California Tourism Phone: 916-322-0971 Fax: 916-322-3402 E-mail: tselk@commerce.ca.gov Glenda Taylor, Latin America Specialist - California Tourism Phone: 916-327-1943 Fax: 916-327-3402 E-mail: gtaylor@commerce.ca.gov Tiffany McKenzie, Canada Specialist - California Tourism Phone: 916-323-9882 Fax: 916-322-3402 E-mail: tmckenzie@commerce.ca.gov</div><div>MOST TRADE SHOWS AND EXHIBITIONS REPEAT ANNUALLY. PLEASE CALL FOR MORE INFORMATION.</div></div>				
*Designates programs which will include "Made In California" products.				



While not a cooperative program, California Tourism's Research Program publishes the specific travel information and reports listed below. These reports are available to the industry to assist in identifying key markets, visitor statistics and demographics, and the economic impact of California Tourism's \$67 billion industry. Many reports are updated annually. Please call for the most recent information or check our Web site at <http://gocalif.ca.gov/research>.

PUBLICATION/REPORT	COST	CONTACT
California Fast Facts - The most frequently requested facts and figures on CA Tourism	\$1 s/h*	Research Program
California Travel Impacts by County, 1992-1998 Expenditures, payroll, employment and tax receipts for every CA County (Available March 2000)	One copy, \$1 s/h* add'l copies \$7 +\$1 s/h*	Research Program
Domestic Travel to California, 1999 - Complete market profiles and visitor origins for 1999 (Available June 2000)	\$7 + \$1 s/h*	Research Program
Overseas Visitors to California, 1999 - Travelers and trip characteristics of key overseas markets (Available June 2000)	\$3 + \$1 s/h*	Research Program
Country Reports (call for most recent report list) - Travelers and trip characteristics of travelers from specific countries	\$1 s/h* each	Research Program
Effectiveness of the California Division of Tourism 1999 Fulfillment Program - Results of 1999 survey of persons requesting state travel literature (Available Spring 2000)	\$1 s/h*	Research Program
Advertising Effectiveness Study - Results of 1999 pre- and post- advertising evaluation	\$1 s/h*	Research Program
Sources of Research Statistics - List of public and private contacts for obtaining airport arrivals, highway travel, state park visitation, and other statistics	\$1 s/h*	Research Program
Campers in California - Results of survey of campers using public and private campgrounds (Available July 2000)	\$1 s/h*	Research Program
Local Visitor Impact Model - Steps and sample survey forms for a do-it-yourself visitor profile and impact study, 1986, revised 1999	\$1 s/h*	Research Program
1999 Annual Report - Annual report to the Legislature of the activities and programs of the Division of Tourism (Available May 2000)	\$1 s/h*	Research Program
California Travel Show Survey - Results of survey of 1998 travel show attendees who received the California Visitors Guide.	\$1 s/h*	Research Program
California Welcome Center Report - Results of survey of visitors to California Welcome Centers	\$1 s/h*	Research Program
<i>Insights</i> - Quarterly newsletter of California Tourism; articles on promotional activities, trade shows, pull out section on research	Sample copy - \$1 s/h* Subscription - free	Research Program

Contact Details - Research Program

Eileen Hook, Research Program Manager - California Tourism
Phone: 916-322-1266 Fax: 916-322-3402 E-mail: ehook@commerce.ca.gov

* = Shipping and handling